

## ND BUSINESS EDUCATION FRAMEWORKS

### Global Management

Course Code	Course Name/Course Description	Grade Levels	High School Credit Options
14233	Global Management: Students will explore the challenges and risks of entering into international business enterprises; including political, legal, and cultural differences.  <b>Prerequisite: Management I &amp; II</b>	10-12	1/2
Topic	Performance Expectations		
Business Globalization	<ul style="list-style-type: none"> <li>• Describe the impact of international business activities on the local, state, national, and international economies (8.1a.1.9)</li> <li>• Define “Base of the Pyramid” markets and identify social and cultural differences in these markets that affect business markets (8.2a.1.15)</li> </ul>		
Formal Institutions: Politics, Laws, and Economics	<ul style="list-style-type: none"> <li>• Compare the business protocol of various countries (8.2a.1.12)</li> <li>• Analyze the impact of political environments on international business (8.2b.1.6)</li> <li>• Describe how historical events shaped the political structure of various counties (8.2b.1.7)</li> <li>• Describe various legal systems existing in the world, including common law, civil law, and theocratic law (8.2c.1.2)</li> <li>• Define contract law and describe how it governs contract enforcement in various countries (8.2c.1.3)</li> <li>• Identify the levels of regulation applied to intellectual properties (e.g. copyrights, trademarks, and patents) in different countries (8.2c.1.9)</li> <li>• Interpret current economic statistics for various countries using official websites and reports (8.2d.1.11)</li> </ul>		
Informal Institutions: Cultures, Norms, and Ethics	<ul style="list-style-type: none"> <li>• Compare the social roles of various subpopulations (e.g., women and minorities) in different countries (8.2a.1.5)</li> <li>• Describe how historical events shaped cultural and social structures of various counties (8.2a.1.7)</li> <li>• Recognize gift giving in business relationships in several cultures and give examples of appropriate and inappropriate gifts for persons in a given country (8.2a.1.8)</li> <li>• Analyze the value and use of time in various cultures (8.2a.1.13)</li> <li>• Explain the usage of names, titles, and ranks in different cultures and countries (8.3a.1.10)</li> </ul>		

	<ul style="list-style-type: none"> <li>• Compose effective business communications for the global business environment that demonstrate an understanding of differences in tone, style, format, media, and contexts (8.3a.1.11)</li> <li>• Evaluate the use of English in international communications (8.3a.1.12)</li> <li>• Assess business consequences which may result when incorrectly speaking, writing, or interpreting another language or culture (8.3a.1.13)</li> <li>• Identify examples of nonverbal communications affecting international business relationships and negotiations (8.3b.1.2)</li> <li>• Compare cultural attitudes about use of time, silence, space, gestures, body language, and body and eye contact to successful international business relationships (8.3b.1.3)</li> <li>• Identify current and emerging ethical issues in the global business environment (8.4.1.7)</li> <li>• Explain how a country's culture, history, and politics can influence ethical decisions (8.4.1.8)</li> <li>• Describe potential consequences of unethical business dealings in various international settings. (8.4.1.9)</li> <li>• Identify key proactive strategies that international companies can use to build an ethical business culture (8.4.1.10)</li> <li>• Identify pressures that international firms may face when dealing with ethical business issues (8.4.1.11)</li> <li>• Identify what is included in a Corporate Code of Ethical Conduct (8.4.1.13)</li> </ul>
International Trade	<ul style="list-style-type: none"> <li>• Identify and explain formal and informal trade barriers (8.2b.1.4)</li> <li>• Describe how trade barriers and incentives affect choice of location for companies operating internationally (8.2b.1.5)</li> <li>• Identify how economic issues (e.g., inflation, foreign debt, GDP, PPP, interest rates, and cost of living) affect international business activities (8.2d.1.7)</li> <li>• Analyze the availability of resources in a country and the economic potential of the country to improve the quality of life of its citizens by engaging in international trade (8.2d.1.8)</li> <li>• Explain how opportunity costs are used in decision making to allocate the resources (8.2d.1.9)</li> <li>• Describe situations in which comparative and absolute advantages occur (8.2d.1.10)</li> <li>• Identify how international business activities affect the balance of trade (8.2d.1.15)</li> <li>• Appraise the comparative and absolute advantage of several countries given specific trade opportunities (8.2d.1.16)</li> <li>• Evaluate the competitive strengths and weaknesses of a company involved in international business (8.2d.1.17)</li> <li>• Explain the factors that influence a company's commitment to the country(ies) in which it conducts business (8.6a.1.11)</li> <li>• Discuss why governments impose trade barriers (e.g., quotas, tariffs, licensing requirements, and exchange rate controls) and offer trade incentives (8.6b.1.1)</li> <li>• Describe several international trade agreements and organizations (e.g., WTO, EU, NAFTA, and MECOSUR) (8.6b.1.2)</li> <li>• Identify and locate on a map the countries involved in each trade organization (8.6b.1.3)</li> <li>• Compare unilateral, bilateral and multilateral trade agreements (8.6b.1.4)</li> </ul>

	<ul style="list-style-type: none"> <li>• Discuss the benefits to countries for entering into trade agreements (8.6b.1.6)</li> <li>• Explain how a business finances trade with a partner in another country (8.9c.1.1)</li> <li>• Describe various methods of payments used in international transactions, including letters of credit, open account, wire transfer, and draft (8.9c.1.2)</li> <li>• Describe the mechanics, terminology, conditions, and terms of letters of credit and other documents (8.9c.1.3)</li> </ul>
Foreign Exchange	<ul style="list-style-type: none"> <li>• Describe how economic conditions, balance of payment situations, and political issues affect currency values (8.9a.1.7)</li> <li>• Distinguish between currencies (e.g., floating versus fixed and convertible versus nonconvertible) (8.9a.1.8)</li> <li>• Define the role of central banks and how they affect currency rates (8.9a.1.9)</li> </ul>
Foreign Markets	<ul style="list-style-type: none"> <li>• Describe the resources (e.g., ports; trade routes; transportation centers; foreign trade zones; and natural, financial, and human resources) of major cities throughout the world (8.1b.1.8)</li> <li>• Discuss current world events that impact international business (8.2b.1.3)</li> <li>• Describe the challenges that U.S. licensing requirements for exporting products and services present to a U.S. company involved in exporting (8.2c.1.5)</li> <li>• Recognize the legal differences in areas such as consumer protection, product safety, labor laws, contract formulation, liability, and taxation for various countries (8.2c.1.6)</li> <li>• Describe formal practices used by a given country to limit international companies from establishing or conducting business (8.2c.1.10)</li> <li>• Discuss the effect of demographics, literacy level, technology, natural resource availability, and infrastructure on the level of a country's economic development (8.2d.1.12)</li> <li>• Analyze competitive situations that companies face in global business markets (8.2d.1.13)</li> <li>• Discuss how people from various cultures approach business negotiations (8.3c.1.1)</li> <li>• Describe how the process of negotiating may be affected by cultural differences (8.3c.1.2)</li> <li>• Describe the role and use of electronic communication tools (e.g., video-and computer-conferencing, webcasts, podcasting, and blogging) in international business activities (8.3d.1.4)</li> <li>• Identify technology tools and applications to facilitate global business activities (8.3d.1.6)</li> <li>• Suggest an appropriate form of business ownership (e.g., sole proprietorship, partnership, or corporation) for different international business situations (8.5a.1.2)</li> <li>• Identify organizations, government agencies, and other resources that a small and/or medium-sized business might use to investigate international business opportunities (8.5b.1.4)</li> <li>• Debate the advantages and disadvantages of expansion into international business activities for a given business (8.5b.1.5)</li> <li>• Distinguish between licensing and franchising for international business activities (8.5c.1.1)</li> </ul>

	<ul style="list-style-type: none"> <li>• Describe internal and external factors that influence a company’s international expansion (8.5c.1.2)</li> <li>• List the steps in the importing and exporting process (8.6a.1.6)</li> <li>• Identify the risks associated with importing and exporting (8.6a.1.8)</li> <li>• Identify information and sources of financial assistance for facilitating the import/export process (8.6a.1.10)</li> <li>• Compare the benefits and costs of indirect and direct exporting (8.6a.1.12)</li> <li>• Analyze the import or export potential for a product or service (8.6a.1.13)</li> <li>• Assess the ability of a company to pursue import/export opportunities (8.6a.1.14)</li> <li>• Identify factors that influence the use of a particular organization structure (e.g., functional, product, geographic, or matrix) for global business operations (8.7a.1.3)</li> <li>• Discuss the economic and cultural factors that influence a company’s decision to use manual, automated, and computerized production systems (8.7a.1.6)</li> <li>• Explain quality standards as they relate to international commerce (8.7a.1.7)</li> <li>• Illustrate how social, cultural, technological, geographic, and political factors influence consumer buying behavior in different cultures (8.8a.1.2)</li> </ul>
<p>Supply Chain Management</p>	<ul style="list-style-type: none"> <li>• Contrast direct and indirect distribution channels for international marketing (8.8f.1.3)</li> <li>• Identify differences in the roles of agents, wholesalers, retailers, freight forwarders, export companies, trading companies, and customs’ brokers (8.8f.1.4)</li> <li>• Describe and locate the local resources (e.g., ports, trade routes, transportation centers, and foreign trade ones) in your region (8.8g.1.5)</li> <li>• Describe [shipping] Incoterms® 2010 rules (e.g., FOB and CIF) (8.8g.1.6)</li> <li>• Discuss the factors in determining the appropriate mode of transportation for international shipments (e.g., cost, time, size, perishability) (8.8g.1.7)</li> <li>• Explain the impact in carbon footprint, time, and cost of choosing from among different transportation methods for freight of differing size and weight (8.8g.1.8)</li> </ul>
<p>Global Human Resources</p>	<ul style="list-style-type: none"> <li>• Define intercultural competence and discuss its importance when working in a global context (8.2a.1.6)</li> <li>• Discuss the significance of relationship-building across different cultures (8.2a.1.10)</li> <li>• Compare system of U.S. worker protection and benefits with other countries’ systems (8.2c.1.7)</li> <li>• Define methods for resolving legal differences (e.g. mediation, arbitration, and litigation) in different cultures (8.2c.1.8)</li> <li>• Recognize appropriate etiquette in communication in a multicultural environment (8.3a.1.3) (Level 1)</li> <li>• Identify the factors that influence the application of managerial styles in different countries (8.7b.1.3)</li> <li>• Define such terms as host country, home country, expatriated, national, and third country (8.7b.1.4)</li> </ul>

	<ul style="list-style-type: none"> <li>• Identify how motivational techniques for workers may differ when used in different cultures (8.7b.1.5)</li> <li>• Discuss requirements for employment in various countries (8.7b.1.6)</li> </ul>
Global Marketing	<ul style="list-style-type: none"> <li>• Contrast international consumer markets and business markets (8.8a.1.3)</li> <li>• Evaluate market potential for a product or service in a foreign market (8.8a.1.4)</li> <li>• Describe how consumer behavior and foreign markets can affect the elements of the marketing mix (8.8a.1.5)</li> <li>• Describe how cultural differences may affect the way a product is advertised and/or marketed in different countries (8.8a.1.6)</li> <li>• Explain how the marketing research process, including data collection, can differ in international settings (8.8b.1.2)</li> <li>• Define the steps in the marketing research process—from defining a problem to communicating results (8.8b.1.3)</li> <li>• Create a data collection survey instrument for an international marketing research study applying knowledge of social and cultural factors in a specific country (8.8b.1.4)</li> <li>• Locate credible Internet resources that may provide valuable information to use in making international marketing decisions (8.8b.1.5)</li> <li>• Describe situations in which global (standardized) versus international (adapted) products would be sold (8.8c.1.6)</li> <li>• Explain the marketing mix elements for a service company that sells in several countries (8.8c.1.7)</li> <li>• Explain how social, cultural, and political factors affect the new product development process (8.8c.1.8)</li> <li>• Describe how the product life cycle can be affected in an international business environment (8.8c.1.9)</li> <li>• Explain the impact of recycling and environmental concerns in different countries on governmental policies and consumer expectations for product design and packaging (8.8c.1.10)</li> <li>• Identify elements that should be considered in determining the price of a product (8.8e.1.1)</li> <li>• Explain how currency exchange rates, economic conditions, and the international business environment affect prices charged in international markets (8.8e.1.2)</li> <li>• Discuss how media can be used in different international markets to promote products and services (8.8h.1.4)</li> <li>• Analyze the influence of social and cultural factors which affect promotions in international markets (8.8h.1.5)</li> <li>• Create a sales presentation for a product that is appropriate for an international market (8.8h.1.6)</li> <li>• Critique advertisements aimed at consumers in an international market (8.8h.1.8)</li> </ul>